

AGGREGATION OF SERVICES ON NETWORK PORTALS

Abstract of the Disclosure

- 5 A method and system of dynamically constructing a network portal includes accessing a dynamic service provider database that includes a listing of service providers that have self-selected their inclusion into the dynamic service provider database. Next, keyword-service link are displayed on the network portal along with the service providers listed in the dynamic service provider
- 10 database. Upon activation of a keyword-service link by the user, the network portal displays service providers from the dynamic service provider database that offer services matching the selected keyword on the network portal. Once a service provider is selected by the user, a direct connection between the user and the service provider is established to permit the services to be provided.